

★ **Roll Call Number**

**Agenda Item Number**

47

**Date** September 25, 2017

An Ordinance entitled, "AN ORDINANCE to amend the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, by amending Section 74-184, relating to relating to Brenton Skating Plaza ice rink fees",

which was considered and voted upon under Roll Call No. 17- 1598 of September 11, 2017; again presented.

Moved by \_\_\_\_\_ that this ordinance be considered and given second vote for passage.

(Second of three required readings)

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GATTO				
GRAY				
HENSLEY				
MOORE				
WESTERGAARD				
TOTAL				

MOTION CARRIED APPROVED  
 \_\_\_\_\_ Mayor

**CERTIFICATE**

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

\_\_\_\_\_ City Clerk

★ Roll Call Number  
17-1598

Agenda Item Number  
54

Date September 11, 2017

An Ordinance entitled, "AN ORDINANCE to amend the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, by amending Section 74-184, relating to relating to Brenton Skating Plaza ice rink fees",

presented.

Moved by Gatto that this ordinance be considered and given first vote for passage; refer to the City Manager for review and recommendation regarding the possibility of opening earlier on Wednesdays to accommodate the Des Moines public school early-out days.

FORM APPROVED:

(First of three required readings)

Ann DiDonato  
Ann DiDonato  
Assistant City Attorney

(Council Communication No. 17-642)

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE	✓			
COLEMAN	✓			
GATTO	✓			
GRAY	✓			
HENSLEY	✓			
MOORE				✓
WESTERGAARD	✓			
TOTAL	6			1

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

T. M. Franklin  
Mayor

Diane Rauh  
City Clerk

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ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE to amend the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, by amending Section 74-184, relating to relating to Brenton Skating Plaza ice rink fees.

Be It Ordained by the City Council of the City of Des Moines, Iowa:

Section 1. That the Municipal Code of the City of Des Moines, Iowa, 2000, adopted by Ordinance No. 13,827, passed June 5, 2000, as heretofore amended, is hereby amended by amending Section 74-184, relating to Brenton Skating Plaza ice rink fees, as follows:

**Sec. 74-184. Brenton Skating Plaza fees.**

(a) Fees for use of the Brenton Skating Plaza ice rink shall be as follows:

(1) [*Brenton Skating Plaza ice rink fees:*]

Fee	Current	Fall 2014	Fall 2015	Fall 2016
Adult Weekday (13 years and older)	\$4.50	\$5.00	\$5.50	\$6.00
Adult Weekend (13 years and older)	\$6.00	\$6.50	\$7.00	\$7.50
Child/Senior Weekday (under 13/over 62 years)	\$3.00	\$3.25	\$3.50	\$3.75
Child/Senior Weekend (under 13/over 62 years)	\$4.50	\$4.75	\$5.00	\$5.25
Skate Rentals	\$3.50	\$3.75	\$4.00	\$4.25
Adult Season Pass	\$75.00	\$82.50	\$90.00	\$97.50
Child Season Pass	\$60.00	\$62.00	\$64.00	\$66.00
Family of Two Season Pass with \$35.00/additional family member	\$95.00	\$102.50	\$110.00	\$117.50
Family Season Pass maximum	\$200.00	\$215.00	\$230.00	\$245.00

Fee	Fall 2017	Fall 2018	Fall 2019
Adult	\$8.00	\$8.50	\$9.00
Child (6-12)/Senior (62+)	\$5.00	\$5.25	\$5.50
Children Under 5	Free	Free	Free
Skate Rental	\$4.50	\$4.75	\$5.00
Punch Pass – 10 Admissions and Skate Rentals	\$80.00	\$80.00	\$80.00

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\*A holiday pricing increase of \$1.00 on admission would be effective:

- Thanksgiving Day through Sunday
- Winter break (aligned with the Des Moines Public Schools calendar)
- Martin Luther King Jr. Day

(2) *Ice rink rental:*

- a. *Private rental* \$250.00/hour
- b. *Private rental (non-profit)* \$200.00/hour

(b) Fees for use of the Brenton Skating Plaza during the non-skating season are as follows:

	Mon-Thurs	Fri & Sun	Saturday
<b>IF ADMISSION IS NOT CHARGED*</b>			
4-hour block base rate	\$500	\$650	\$650
Each additional hour	\$115	\$130	\$130
Daily maximum rate	\$950	\$1,200	\$1,200
<b>IF ADMISSION FEE IS CHARGED*</b>			
Half-day rental rate	\$650	\$850	\$1,000
Each additional hour	\$130	\$150	\$175
Daily maximum rate	\$1,200	\$1,700	\$2,000

\*A 15 percent discount off all rates applies for non-profit organizations.

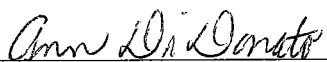
\*A ten percent same-season repeat rental discount applies off all rates.


\* Discounts can be combined.

\*A ten percent vending fee applies for all third-party catering sales.

Section 2. This ordinance shall be in full force and effect from and after its passage and publication as provided by law.

FORM APPROVED:

  
 Ann DiDonato  
 Assistant City Attorney

 <p style="text-align: center;"><b>Council Communication</b> Office of the City Manager</p>	<b>Date:</b> September 11, 2017
	<b>Agenda Item No.</b> 54 <b>Roll Call No.</b> <del>17-1598</del> <b>Communication No.</b> <del>17-642</del> <b>Submitted by:</b> Benjamin R. Page, Park and Recreation Director

**AGENDA HEADING:**

Approve proposed amendments of Municipal Code Chapter 74 Article IV. FACILITIES and Article VI. fees regarding various changes to recreation fees and park facility hours.

**SYNOPSIS:**

Approve staff's recommended changes to Municipal Code Chapters 74, including:

- Article VI. FEES, Sec.74-184. Brenton Skating Plaza fees for the fiscal year ending (FYE)18-FYE20 skating seasons beginning November 2017.

**FISCAL IMPACT: NONE**

**ADDITIONAL INFORMATION:**

Staff has reviewed sections of Chapters 74 of the Municipal Code pertaining to facility hours and recreation fees. Recommended fee changes reflect current business practices and the need for the periodic updating of fees based on demand and comparable rates of like facilities. Proposed changes are the following:

Section 74-184. Brenton Skating Plaza Fees

Brenton Skating Plaza opened in November of 2006 and was the first of its kind in the State of Iowa.

Nearly 350,000 people have enjoyed winter skating at Brenton Skating Plaza over the past decade. In recent years, summer rentals and events have become more prominent as part of the yearly schedule.

Brenton Skating Plaza has lost an average of \$81,000 over its 10 years of operation. Operation Downtown is estimating a reduction to approximately a loss of just \$57,000 for FYE17. Down from each of the last three (3) years since the addition of the canopy for use during summer rentals and programming. Any deficit is covered by the combined contribution of three (3) entities; the Riverfront Development Authority, the City, and Operation Downtown.

Operation Downtown has the management contract for Brenton Skating Plaza; however, if in any year the facility operates at a deficit, the City is responsible to share in coverage of the loss by contributing up to \$25,000. The goal is to put Brenton Skating Plaza into a position where it is self-sustaining. Part of doing this will require a periodic increase in rates. Goals of any rate increase will be to increase skating revenue and to bring fees into better alignment with the market rate comparable to other

outdoor skating facilities locally and nationally. Due to the Grand Avenue Bridge construction project, City Hall repair project, new parking garage construction and limited parking, rates were not increased for the FYE17 season.

The following fee increases are proposed for FYE18 with an additional increase in fees happening each of the following two (2) years (FYE19-FYE20). This is upon successful activation of the eligible extensions in the agreement with Operation Downtown for the operation of Brenton Skating Plaza. Operations are currently committed to through October 15, 2018 with the opportunity to continue operations through October 15, 2020.

Skating Rates	FYE17	FYE18	FYE19	FYE20
Adult (Mon-Thurs)	\$6.00	N/A	N/A	N/A
Adult (Fri-Sun)	\$7.50	N/A	N/A	N/A
Adult	\$7.50	\$8.00	\$8.50	\$9.00
Child/Senior (Mon-Thurs)	\$3.75	N/A	N/A	N/A
Child 6-12/Senior 62+	\$5.25	\$5.00	\$5.25	\$5.50
Children under 5	Free	Free	Free	Free
Skate Rental	\$4.25	\$4.50	\$4.75	\$5.00

\*A holiday pricing increase of \$1.00 on admission would be effective:

- Thanksgiving Day through Sunday
- Winter break (aligned with the Des Moines Public Schools calendar)
- Martin Luther King Jr. Day

The change of greatest impact is with the unification of weekday and weekend adult rates into one (1) fee for every hour of operation. This is consistent with other destination attractions in the area such as the Science Center of Iowa and Blank Park Zoo who have a single adult access fee for all hours of operation. The other recommended change is to combine the senior, ages 62 and above, and child, ages 6-12, rate into the same fee category. Children age five (5) and under will continue to be allowed to skate for free. Approximately 70-75% of admissions occur Friday through Sunday.

Brenton Skating Plaza will continue to offer promotions throughout the week for additional savings. Some examples of past promotions and future opportunities include;

- Sponsors of Brenton Skating Plaza contribution allows Buy One Get One (BOGO) for the public and free admission for their employees.
- BOGO - admission available on Groupon, Chocolate Storybook, the Entertainment Book, Catch Des Moines, and local realtors.
- Greater Des Moines Recreational Activity Scholarship Program (GRASP) - one (1) free child admission with a paid adult for those that meet the financial criteria.
- 2018 Prairie Meadows Grant - will provide vouchers to 500 underprivileged children. The voucher will be good for free admission and skate rental for two (2) people.
- Student nights - \$6.00 for both admission and skate rental.
- Family nights - \$20.00 per family (up to five {5} members) for admission and skate rental.
- Punch pass - \$80.00 for 10 admissions and skate rentals.
- Online discounts - opportunities to sell discounted admission tickets online.

**Other Attractions Admission Pricing:**

- Brenton Skating Plaza remains lower or comparable to the admission pricing of other Central Iowa attractions such as:
  - Botanical Center - \$8/adults, \$6/children, free/3 and under
  - Blank Park Zoo - \$14/adults, \$8/children, free/2 and under
  - Science Center of Iowa - \$12/adults, \$8/children, free/2 and under
- Brenton Skating Plaza is the only Central Iowa attraction providing free admission for children five (5) and under. Most attractions charge admission rates for all children. Some attractions provide free admission for children three (3) years or younger.
- Brenton Skating Plaza offers free admission for non-skating chaperons or non-skating guests. Most attractions charge admission for entrance.

These rate changes, unique holiday pricing, set pricing structure, and hour modifications are from a series of formal recommendations by Rink Management Services combined with lessons learned and trends locally. Rink Management Services are the foremost leader of outdoor skating rink provision and a strong partner of the efforts by Operation Downtown. Demand for use of the rink is high during holidays and it is a common practice for outdoor rinks across the nation, in attempt to better manage crowds at peak times, to raise fees as well as produce a potential increase in revenues. Other local destination attractions have a set pricing structure, which is additional justification for alignment with these principles.

Staff is also recommending a change to the hours of operation by opening at 3:00 p.m. Monday-Thursday. In previous years, the rink has been open to the public starting at noon. To help offset daytime parking concerns and construction of the Grand Avenue Bridge, City Hall repair project, and new parking garage, hours were modified for FYE17 to open at 5:00 p.m. Monday-Thursday. Low attendance during that period Monday-Thursday also helped with the reduction of staffing expenses. Opening at 3:00 p.m., Monday-Thursday will accommodate after school patrons while still reducing a portion of staffing expenses. As was the case last season, staff will still promote and accommodate rental groups prior to 3:00 p.m. as requested.

Hours	FYE16	FYE17	FYE18
Monday–Thursday	Noon–9:00 p.m.	5:00–9:00 p.m.	3:00–9:00 p.m.
Friday–Saturday	Noon–11:00 p.m.	Noon–11:00 p.m.	Noon–11:00 p.m.
Sunday	Noon–6:00 p.m.	Noon–6:00 p.m.	Noon–6:00 p.m.

**PREVIOUS COUNCIL ACTION(S):**

Date: November 18, 2013

Roll Call Number: 13-1815

Action: Agreement between Des Moines Self-Supported Municipal Improvement District – Operation Downtown and Rink Management Services Corporation for operation of Brenton Skating Plaza through April 30, 2014 with automatic renewals unless notice of not to renew for every year for up to two years. (Council Communication No. 13-561) Moved by Coleman to adopt. Motion Carried 6-0.

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**BOARD/COMMISSION ACTION(S):**

Board: Park and Recreation Board

Date: August 22, 2017

Resolution Number: 17-056

Action: Motion by Woodard to approve fees as presented. Second by Feltner. Motion carried.

Board: Park and Recreation Board

Date: October 25, 2016

Resolution Number: 16-079

Action: Approval of recommendations of Chapter 74 changes.

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

For more information on this and other agenda items, please call the City Clerk's Office at 515-283-4209 or visit the Clerk's Office on the first floor of City Administration Building, 400 E. Court Avenue Ste.116. Council agendas are available to the public at the City Clerk's Office on Thursday afternoon preceding Monday's Council meeting. Citizens can also request to receive meeting notices and agendas by email by calling the Clerk's Office or sending their request via email to [cityclerk@dmgov.org](mailto:cityclerk@dmgov.org).